

SERFF Tracking Number: AMRP-127121188 State: Arkansas
 Filing Company: American Republic Corp Insurance Company State Tracking Number: 48460
 Company Tracking Number: 09AR0617
 TOI: MS08I Individual Medicare Supplement - Sub-TOI: MS08I.005 Plan F (Basic) 2010
 Standard Plans 2010
 Product Name: Couples Discount Plan F Door Hanger
 Project Name/Number: Couples Discount Plan F Door Hanger/09AR0617

Filing at a Glance

Company: American Republic Corp Insurance Company

Product Name: Couples Discount Plan F Door Hanger SERFF Tr Num: AMRP-127121188 State: Arkansas

TOI: MS08I Individual Medicare Supplement - SERFF Status: Closed-Filed- State Tr Num: 48460
 Standard Plans 2010 Closed

Sub-TOI: MS08I.005 Plan F (Basic) 2010 Co Tr Num: 09AR0617 State Status: Filed-Closed

Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Andrea Davey, Patricia

Corrigan

Date Submitted: 04/11/2011

Disposition Date: 04/13/2011

Implementation Date Requested: On Approval

Disposition Status: Filed-Closed

State Filing Description:

Implementation Date:

General Information

Project Name: Couples Discount Plan F Door Hanger

Project Number: 09AR0617

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: Resubmission

Individual Market Type:

Filing Status Changed: 04/13/2011

State Status Changed: 04/13/2011

Created By: Andrea Davey

Corresponding Filing Tracking Number: AMRP-126602519

Filing Description:

Re Individual Medicare Supplement Advertising

Status of Filing in Domicile: Authorized

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Previous Filing Number: AMRP-126602519

Overall Rate Impact:

Deemer Date:

Submitted By: Andrea Davey

Z-2687

We are enclosing the above referenced form for your review and approval. This form was previously filed under SERFF # AMRP-126602519 and approved on 4/28/2010. We have updated the couples discount definition. This letter is a lead generating device and will be used in the solicitation of our Individual Medicare Supplement plans.

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We hope you will find this form satisfactory. If you have any questions, or if I can be of assistance during the review process, please feel free to contact me at 1-800-247-2190, ext. 2006.

Thank you.

Company and Contact

Filing Contact Information

Andrea Davey, andrea.davey@americanenterprise.com
 601 6th Ave 515-245-2006 [Phone]
 Des Moines, IA 50334 515-245-2391 [FAX]

Filing Company Information

American Republic Corp Insurance Company CoCode: 67679 State of Domicile: Nebraska
 P O Box 2780 Group Code: 3527 Company Type: Life and Health
 Omaha, NE 68103-2780 Group Name: American Enterprise State ID Number:
 (800) 987-8988 ext. [Phone] FEIN Number: 23-1609793

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? Yes
 Fee Explanation: \$50/ad = \$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
American Republic Corp Insurance Company	\$50.00	04/11/2011	46453386

SERFF Tracking Number:	AMRP-127121188	State:	Arkansas
Filing Company:	American Republic Corp Insurance Company	State Tracking Number:	48460
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TOI:	MS08I Individual Medicare Supplement - Standard Plans 2010	Sub-TOI:	MS08I.005 Plan F (Basic) 2010
Product Name:	Couples Discount Plan F Door Hanger		
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Disposition

Disposition Date: 04/13/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AMRP-127121188</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>American Republic Corp Insurance Company</i>	<i>State Tracking Number:</i>	<i>48460</i>
<i>Company Tracking Number:</i>	<i>09AR0617</i>		
<i>TOI:</i>	<i>MS08I Individual Medicare Supplement -</i>	<i>Sub-TOI:</i>	<i>MS08I.005 Plan F (Basic) 2010</i>
	<i>Standard Plans 2010</i>		
<i>Product Name:</i>	<i>Couples Discount Plan F Door Hanger</i>		
<i>Project Name/Number:</i>	<i>Couples Discount Plan F Door Hanger/09AR0617</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Couples Discount Plan F Door Hanger	Filed-Closed	Yes

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Standard Plans 2010

Product Name: Couples Discount Plan F Door Hanger

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Form Schedule

Lead Form Number: Z-2687

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 04/13/2011	Z-2687	Advertising Couples Discount Plan F Door Hanger	Revised	Replaced Form #: Z-2600 Previous Filing #: AMRP-126602519		Z-2687 Bracketed.pdf



Part of a Couple? Save up to 16%!

Freedom Solutions Plan F from American Republic Corp Insurance Company offers the most comprehensive Medicare Supplement coverage available ... at one of the best prices on the market. First it starts with economical rates designed to be easy on your budget. Then we offer you two additional discounts...

1. **Couples discount**¹ – save up to 16% simply for being part of a couple – regardless of whether both of you request coverage or not.
2. **Preferred rates** – get a special preferred discount if you're in good health.

And best of all, once approved for the discount, you'll continue to save even if your health or circumstances change over the years.

**CALL ME TODAY
FOR ADDITIONAL
INFORMATION**



To lock in your discounted rate, just give me a call.
**As your local agent, I can tell you more
about benefits, costs and limitations.**



**American Republic Corp
Insurance Company**



1. The couple's discount applies when two people over 18 years of age are living in the same household. In MT, the discount applies when two people have been living in the same household for at least 12 months.

Not connected with or endorsed by the U.S. government or the federal Medicare program.

American Republic Corp Insurance Company is a wholly owned subsidiary of American Republic Insurance Company which was established in 1929. This is a solicitation of insurance and an agent may contact you. In CO, IL, KS, MO, MS, OK, PA and SD, coverage is available to qualified Medicare beneficiaries under age 65. Call today for more information about the benefits, costs and limits.

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Policy Form: A-3101AC; in MO, A-3101AC-MO; in NC, A-3101AC-NC; in OK, A-3101AC-OK; in PA, A-3101AC-PA; in TN, A-3101AC-TN

Z-2687

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